



WEWS

ORDER

Print Date 09/28/12 Page 1 of 3

Flight Dates 09/25/12-10/01/12

<u>Contract / Revision</u>	<u>304812</u>	<u>/</u>	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>			Crossroads GPS. 09.25-10.01.12	<u>Estimate #</u>	1005
	07/16/12	09/28/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Crossroads GPS			<u>Order Type</u>	GENERAL
			600 Fairmont Avenue - Suite #306	<u>Billing Cycle</u>	EOM/EOC
			Towson, MD 21204	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Mentzer Media			<u>Demographic</u>	A35+
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL ISS
600 Fairmont Avenue - Suite #306			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
Towson, MD 21204			<u>Agency Ref</u>	<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGGN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	78	\$74,545.00	\$87,700.00	0.00	08/27/12	09/30/12	78	\$74,545.00	\$87,700.00
October 2012	17	\$15,980.00	\$18,800.00	0.00	10/01/12	10/01/12	17	\$15,980.00	\$18,800.00
Totals	95	\$90,525.00	\$106,500.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/25/12	10/01/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$550.00	P-2	0.00	NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		8	\$550.00		0.00						
		Week: 10/01/12	10/07/12	M-----		2	\$550.00		0.00						
N 2	WEWS	09/25/12	10/01/12		CM	7-9a	MTWTF--	:30	8	\$600.00	P-2	0.00	NM	10	\$6,000.00



WFWS

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Contract / Revision **304812** Flight Dates **09/25/12-10/01/12** Hiatus Dates

304812

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 07/16/12/ 09/28/12 Order Sep 00:20:00

_____ **QUESTION 3** _____ **ANSWER** _____



WEWS

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Contract / Revision 304812 Flight Dates 09/25/12-10/01/12Hiatus DatesOriginal Date / Revision 07/16/12/ 09/28/12Order Sep 00:20:00Advertiser Crossroads GPSProduct Crossroads GPS. 09.25-10. Estimate # 1005

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N10	WEWS	09/25/12	10/01/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	M-----		1	\$1,000.00		0.00						
N11	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		6	\$1,000.00		0.00						
		Week: 10/01/12	10/07/12	M-----		2	\$1,000.00		0.00						
N12	WEWS	09/25/12	10/01/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		4	\$900.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WEWS	09/24/12-09/30/12	M-F 1135p-1202a Nightline	1135p-1207x			-TWThF----	:30	(\$900.00)	0.00	NM		
					See MG 12.6,12.7,12.8 [hra/pol]										
		4	WEWS	09/24/12-09/30/12	M-F 1135p-1202a Nightline	1135p-1207x			-TWThF----	:30	(\$900.00)	0.00	NM		
					See MG 12.6,12.7,12.8 [na]										
		6	WEWS	09/29/12-09/29/12	Sa 6a-8a News	6-8a			-----Sa--	:30	\$750.00	0.00	NM		
					Ⓜ MG for 12.1,12.5,12.4										
		7	WEWS	09/29/12-09/29/12	Sa 6a-8a News	6-8a			-----Sa--	:30	\$750.00	0.00	NM		
					Ⓜ MG for 12.1,12.5,12.4										
		8	WEWS	09/24/12-09/30/12	LN after Sports	11p-130x			-----Sa--	:30	\$1,200.00	0.00	NM		
					Ⓜ MG for 12.1,12.5,12.4										
		Week: 10/01/12	10/07/12	M-----		1	\$900.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		5	WEWS	10/01/12-10/07/12	M-F 1135p-1202a Nightline	1135p-1207x			M-----	:30	(\$900.00)	0.00	NM		
					See MG 12.6,12.7,12.8 [oversold]										
N13	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	5	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
					M-SU 11-1135P Late News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF-S		5	\$2,400.00		0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$2,400.00		0.00						
N14	WEWS	09/30/12	09/30/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		2	\$600.00		0.00						
N15	WEWS	09/30/12	09/30/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		2	\$1,300.00		0.00						
N18	WEWS	09/25/12	10/01/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		4	\$1,200.00		0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$1,200.00		0.00						

Totals 95 \$106,500.00